

Curtis
Lighting Inc.

Decoration and Illumination

*from the
Same Lamp!*

K-R
Reflection

Curtis
Lighting, Inc.



X-Ray
Reflector

Since 1908

Eye Comfort
Lighting
Since 1908

CURTIS LIGHTING, INC., formerly the National X-Ray Reflector Company, the originators, pioneers, and exponents of "Eye Comfort" indirect illumination, have for more than twenty years preached correct lighting for eye protection and lighting comfort, and have popularized the indirect method by designing and installing complete lighting systems as well as single luminaires, always with the ARTISTIC, UTILITARIAN and HYGIENIC characteristics **inseparably** present.

A New
Application
Invented
in 1915

With the coming of thousands of artistic portable lamps into popular use early in the present century, proper illumination (and consequently the health and efficiency of the human eye) was sacrificed for the one quality of decorative beauty. This led to a development by the National X-Ray Reflector Company (now Curtis Lighting, Inc.) in 1915 of a unit or "adapter" that would restore the missing element of correct and adequate illumination and still serve the new decorative mode of lighting.

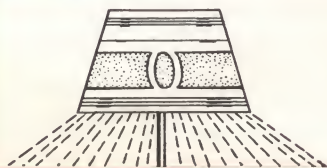
Accordingly, beginning about 16 years ago this Company has surprised visitors to their show rooms with the demonstration of a portable art lamp which provides both the artistic, local direct lighting effect, and the bright, general indirect illumination throughout the entire room—as desired.

Indirect
Lighting
from
Portable
Lamps

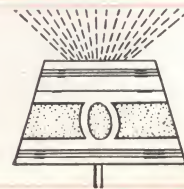
Such was the first indirect art lamp, or "reflector lamp"—equipped with an "X-Ray" silver-mirrored reflector, which directed the light to the ceiling for general indirect illumination; a diffuser, which added a soft, pleasing light to the shade; and two small lights to provide local illumination, of the sort generally afforded by ordinary art lamps, when the indirect feature was not in use.

Thousands of indirect reflector lamps have been sold since their introduction in 1915 and their use is increasing at the rapid rate that might be expected. Several manufacturers have been licensed to make complete reflector lamps under Curtis patents, and architects, decorators, and house-wives have accepted the indirect portable system as the ideal lighting for interiors. Reflector lamps are unquestionably the lighting fashion of today. They add smartness to any interior, and speak well for the users appreciation for up-to-date things.

And now YOU can convert your PRESENT table and floor lamps into REFLECTOR LAMPS!



from the Same
LAMP!



**K-Ray
Reflectors**

Decoration & Illumination

**Curtis
Lighting Inc.**

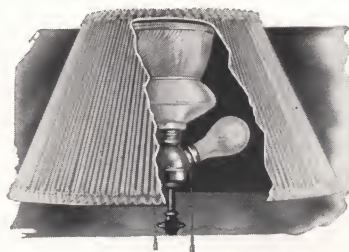
The Curtis Adapter for your own Portable

Curtis Lighting, Inc., since 1915, has offered and sold the Curtis Indirect Adapter, a device which can be easily attached to your present art lamp, or almost any existing lamp that does not now include the indirect feature.

Curtis Adapters are designed to make your art lamps **USEFUL** as well as **ORNAMENTAL**. The Adapter provides two separate and distinct lighting effects: the soft, warm glow of the decorative unit; or the bright, general illumination of efficient, indirect lighting.

The No. 3000 Adapter may be installed under any lamp shade that has a $6\frac{3}{4}$ " opening in its top. This can be easily and quickly done by your electrician, or by anyone familiar with simple electrical connections. The appearance of the lamp is not changed, as the Adapter is concealed under the shade.

Adapters are made in several styles to conform to the lighting needs of the user, and the various styles of art lamps. The complete line of Curtis Adapters and their uses are described in detail on later pages of this booklet.



Cutaway view of a floor lamp equipped with Curtis Adapter.

**Reflector
Lamps
from Your Own
Portables**



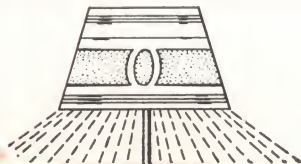
A portable lamp equipped with a Curtis Adapter is as decorative as ever, and furnishes the same local lighting. Two small lamps give luminosity to the shade and a spot of bright light directly under the unit for individual use.

At the pull of a separate switch the entire room is bathed in a bright and cheerful illumination, entirely free from glare. This is the ideal lighting for bridge games, parties, and the usual home activities that require adequate overhead illumination.

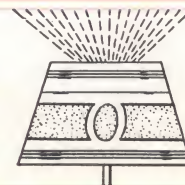


**Two Distinct
Lighting
Effects**

**Why not
Convert Your
Present Lamps
Now?**



*from the Same
LAMP!*



The Right Light for All Occasions

Stylish
and
Correct

Lighting interiors with Curtis Adapters on portable lamps embodies all the principles of correct illumination: enough light, no glare, no shadows, plenty of light everywhere, and decorative beauty. It is a stylish use of the famous Curtis "Eye Comfort" system, so called because it is scientifically designed to make "seeing" easy, prevent eye troubles, and bring out the beauty of the decorations and furnishings of the interior to best advantage.

A Home
Necessity

All glaring light is covered and hidden and is diffused EQUALLY over the entire room as bright, cheerful, and comfortable illumination. This up-to-date method prevents eye strain and its consequent headaches, drowsiness, nervous fatigue, and general inefficiency caused by glare and shadows from ordinary overhead fixtures which are usually used in an attempt to make purely decorative lighting serve all practical purposes.

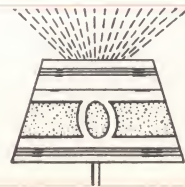
Used
Everywhere

Nearly every home is now using several floor and table lamps merely as a part of the decorative scheme, with the LIGHTING being entirely inadequate for practical use in most parts of the room. If equipped with Curtis Adapters, they become (without losing any of their decorative qualities) splendid general lighting fixtures, indispensable in many of the activities of home life. With SUCH a lamp, everyone in the room has plenty of light for reading, sewing, games, musicals, and such activity as is commonly found in the living room of the home. The bedroom also retains its decorative effect when provided with Curtis Adapters, and at the same time ample light is available for dressing and toilet purposes. Reception halls and galleries are likewise unusually well adapted to this style of lighting.

Besides its many uses in the home, the Curtis Adapter is used extensively in lamps furnished for clubs, theatres, hotels, etc., to light parlors, rest rooms, lounges, foyers, promenades, party rooms, music rooms, card rooms, reception halls, shops, restaurants, tea rooms, and such places where comfortable, pleasing lighting is wanted and art lamps are used to lend an atmosphere of home-like refinement.



from the Same
LAMP!



**X-Ray
Reflectors**

Decoration & Illumination

**Curtis
Lighting Inc.**

CLARK & MILLS ELECTRIC CO.

ELECTRAGENTS

75 Newbury Street Boston
Telephone 9363 Commonwealth



37 A Brattle Street, Cambridge
Telephone 1169 University

August 14, 1930.

Mr. Augustus D. Curtis, President.
Curtis Lighting, Inc.,
1123 W. Jackson Blvd.,
Chicago, Illinois.

Dear Mr. Curtis:

For some time we have been intensely interested in the sale of Curtis adapters. We demonstrate them by way of a reading test.

The prospect is given a magazine and asked to stand close to the lamp and read by the ordinary light. He is then sent to the farthest corner of our display room where he finds it impossible to read by the same light.

We then turn on the large lamp in the Curtis Adapter. This illuminates the ceiling, and the indirect light carried to every part of the room allows the prospect to read with the greatest of ease. Needless to say, he is intensely pleased and interested.

During the short period we have been merchandising the Curtis Adapter, we have sold over 3000 of them. At no time has an adapter been returned to us because of unsatisfactory results.

Very truly yours

Max Edmunt Blach

PRESIDENT.

WEC/MLM

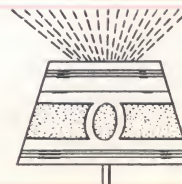
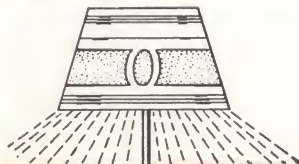
OUR SPECIALTIES

- | | |
|----------------------------|----------------------|
| 1 WIRING AND REPAIRS | 8 CURTIS LAMPS |
| 2 LIGHTING AND FIXTURES | 9 FRIGIDAIRE |
| 3 SUPPLIES AND MAZDA LAMPS | 10 HUMIDIFIERS |
| 4 HOUSEHOLD APPLIANCES | 11 SILK SHADES |
| 5 LOCKSMITHS | 12 TELECHRON CLOCKS |
| 6 RADIO AND INSTALLATIONS | 13 PORTRAIT LIGHTING |
| 7 REFITTING LAMPS | 14 SUNSHINE LAMPS |

One Company
Sold 3000
Curtis Adapters
by
Demonstration

Satisfied
Customers

*from the Same
LAMP!*



Curtis
Lamp Company

Decoration & Illumination

KRU
Reflectors

TYPICAL INTERIORS
Lighted Entirely with Curtis Indirect Adapters



The Breakfast Room



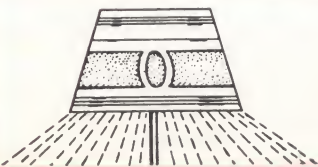
The Hospital Room



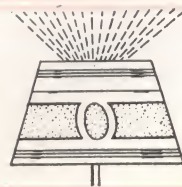
The Boudoir



The Lounge



from the Same
LAMP!



KRO
Reflectors

Decoration & Illumination

Curtis
Lighting Inc.

TYPICAL INTERIORS
Lighted Entirely with Curtis Indirect Adapters



The Club



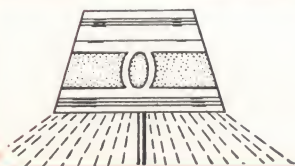
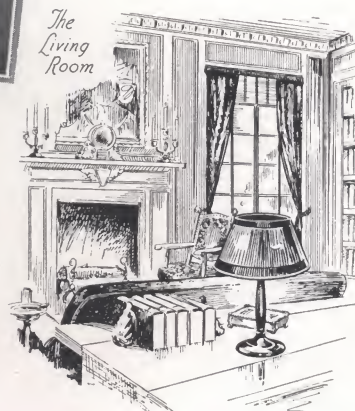
The Shop



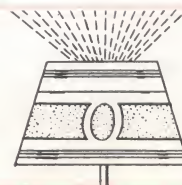
The Living Room



The Store



from the Same
LAMP!



Curtis Lamp Adapters for adapting art lamps to indirect lighting

No. 2700

200-100 Watts

Without

Auxiliary

Lamps

\$8.75



The No. 2700 Curtis Adapter may be installed under any lamp shade having a top opening of $6\frac{3}{4}$ inch or more in diameter. Bright, indirect lighting is produced by a large lamp in an X-Ray Reflector. A small portion of this light, through the diffuser, provides soft light to the shade. The spread of indirect lighting can be controlled by raising or lowering the reflector, which turns on its support.

This Adapter is especially suited to the "candle type" portable which allows it to be placed above the lamps regularly included. Those lamps may then be used to provide direct local lighting independent or simultaneous to the indirect lighting. Otherwise, this Adapter must be used on a portable from which the regular lamps have been removed. It then serves as a permanent indirect reflector lamp with a luminous shade.

Supplied complete with Adapter Ring (No. 10421); X-Ray Reflector-Diffuser (No. EC-30); and Base (No. 10510). Base is provided with a hole for a $\frac{3}{8}$ -inch brass tube, or a $\frac{1}{8}$ -inch iron pipe, and is slotted for a pull chain socket. No socket, switch or Mazda lamp included.

Height overall, $9\frac{3}{4}$ inches; greatest diameter, $6\frac{1}{4}$ inches. Metal parts finished in a moderately dark bronze, reflector in aluminum bronze. Price, \$8.75 each. Shipping wt. $2\frac{3}{4}$ lbs.

No. 2848

500-300 Watts

Without

Auxiliary

Lamps

\$15.50



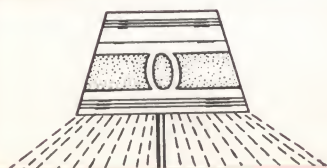
The No. 2848 Curtis Adapter may be installed under any lamp shade having a top opening of 12 inches or more in diameter. Bright indirect lighting is produced by a large lamp in an X-Ray Reflector. A small portion of this light, through the diffuser, provides soft light to the shade.

This Adapter is made for the extremely large floor or table lamp, being particularly suited for permanent indirect lighting in large rooms.

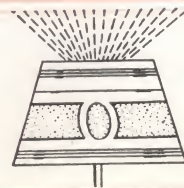
Supplied complete with X-Ray Reflector (EC-344); Holder (No. 8201); Diffuser (No. 10423); Diffuser Holder (No. 10141), and Mogul Socket (No. 8100-B). The socket has a bottom outlet threaded for a $\frac{3}{8}$ -inch iron pipe. No switch or Mazda lamp included.

Height overall, 12 inches; greatest diameter, 12 inches. Metal parts unfinished; reflector finished in aluminum bronze. Price, \$15.50 each. Shipping wt. 15 lbs.

ASK YOUR ELECTRICAL MAN ABOUT CURTIS ADAPTERS OR WRITE TO US.



from the Same
LAMP!



**X-Ray
Reflector**

Decoration & Illumination

**Curtis
Lighting Inc.**

Curtis Lamp Adapters for adapting art lamps to indirect lighting

The No. 3000 Curtis Adapter may be installed under any lamp shade having a top opening of $6\frac{3}{4}$ inches or more in diameter. It is equipped with auxiliary lamps, thus producing two effects independently or simultaneous.

One pull chain lights the two small lamps to give artistic lighting for local use. Another pull chain turns on the larger lamp in the X-Ray Reflector for general indirect illumination. A small portion of this light provides soft light to the shade, it then being unnecessary to light the small lamps. The spread of indirect light can be controlled by raising or lowering the reflector.

Supplied complete with Adapter Ring (No. 10421); X-Ray Reflector-Diffuser (No. EC-30); Socket-Body (No. 10420) consisting of two auxiliary sockets and a center socket for the large lamp. Fitted with two pull chain switches; bottom threaded for a $\frac{1}{4}$ -inch iron pipe. No Mazda lamps included.

The height overall, $9\frac{3}{4}$ inches; greatest diameter, $6\frac{1}{4}$ inches. Metal parts are finished in a moderately dark bronze, reflector in aluminum bronze. Price, \$14.00 each. Shipping wt. $3\frac{1}{2}$ lbs.



No. 3000

200-100 Watts

With
Auxiliary
Lamps

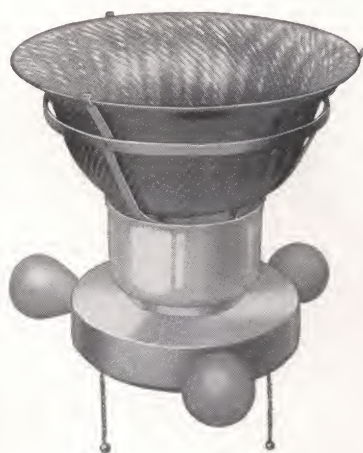
\$14.00

The No. 2852 Curtis Adapter may be installed under any lamp shade having a top opening of 12 inches or more in diameter. It is equipped with auxiliary lights, thus producing two effects independently or simultaneous.

One pull chain lights the three small lamps to give artistic lighting for local use. Another pull chain turns on the larger lamp in the X-Ray Reflector for general indirect illumination. A small portion of this light provides soft light to the shade, it then being unnecessary to light the small lamps. This Adapter is made for the extremely large floor or table lamp.

Supplied complete with X-Ray Reflector (No. EC-344); Holder (No. 10422); Diffuser (No. 10423); Metal Body Base (No. 10424), consisting of three auxiliary sockets for the local light and a Mogul socket for the large lamp in the center. Fitted with two pull chain switches. Bottom is threaded for a $\frac{3}{8}$ -inch iron pipe. No Mazda lamps included.

Height overall, 12 inches; greatest diameter, 12 inches. Metal parts finished in a moderately dark bronze, reflector in aluminum bronze. Price, \$39.00 each. Shipping wt. 16 lbs.



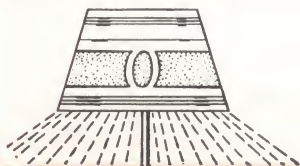
No. 2852

500-300 Watts

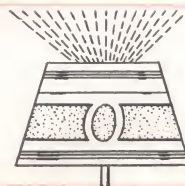
With
Auxiliary
Lamps

\$39.00

ASK YOUR ELECTRICAL MAN ABOUT CURTIS ADAPTERS OR WRITE TO US.



*from the Same
LAMP!*



Curtis
Lamp Adapter Inc.

Decoration & Illumination

X-Ray
Reflectors

Curtis Adapters are Easy to Install

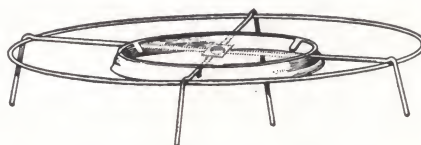
Quickly
Attached
To Your
Lamps

Any of the Curtis Adapters can be attached to your Floor or Table lamps. In most cases this is done in a few minutes with very little difficulty. A pair of pliers, screw driver and a small soldering kit are the only tools required.

In rare cases of unusual shape or construction of the lamp, cutting down the stem and possibly rethreading the pipe are necessary. However, this is accomplished very easily by a person of any mechanical ability.

Each Adapter as previously described, comes packed in a convenient carton and complete instructions for assembling, connecting wires and fitting lamp shade are contained in every box.

In mounting any of the Curtis Adapters on a floor or table lamp, the top of the reflector should be about level with the eye of an average person. The lamp will then be concealed from view and the bright reflected light from the powerful X-Ray reflector will be out of the range of vision.



Shades
Easily Fitted
To
Adapters

The No. 2700 and 3000 Curtis Adapters require shades with a top opening of $6\frac{3}{4}$ inches in diameter or larger, while the No. 2848 and 2852 Adapters require shades with a top opening of 12 inches in diameter or larger. Your present lamp shades can readily be fitted to the Adapters if they meet these requirements.

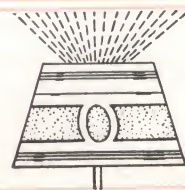
A shade ring is furnished with the No. 2700 and 3000 Adapters. It should be soldered squarely to the cross arms of the shade frame as shown in the above diagram. To do this, a $5\frac{3}{4}$ inch section must first be cut out of the center of each cross arm. Each cut end is then bent down about $\frac{1}{4}$ inch and soldered to the shade ring. On Junior Portables it is generally advisable to bend the cross arms down about $\frac{1}{2}$ inch below the top edge of the shade. This brings the top of the reflector slightly below the top of the shade. After placing the shade on the reflector the ears on the shade ring should be bent down to hold the shade securely.

The procedure in adapting shades to fit the No. 2848 and 2852 Adapters is essentially the same. No shade ring, however, is furnished with these Adapters. A 10 inch section must be cut out of the center of each cross arm and the cut ends bent down about one inch to fit the inside contour of the reflector.

ASK YOUR ELECTRICAL MAN ABOUT CURTIS ADAPTERS OR WRITE TO US.



from the Same
LAMP!



Curtis Luminares and X-Ray Reflectors

for all modern lighting purposes



For Style and Comfort

Curtis Eye-Comfort luminaires are designed by both artists and engineers to assure correct illumination and close harmony with the decorative treatment of the interior.

The complete Curtis line includes many attractive standard pieces—or you may have them designed specially for your particular needs. To be sure of having the correct quality and quantity of light and at the same time a fitting style and arrangement of luminares you should consult the nearest of our engineers. Planned lighting assures you of satisfaction.



For Spectacular Beauty

The modernistic trend in interior decoration has come to depend greatly on lighting effects. Atmospheric settings so often seen in restaurants and theaters are almost entirely accomplished with lighting effects, produced by equipment ingeniously set into the structural features.

Such installations call for the best lighting equipment, and reflectors in a wide variety of shapes and sizes. There

is an X-Ray reflector for every lighting purpose; they are unsurpassed in efficiency and durability.

For Floodlighting

The impressive beauty of floodlighted buildings has found its rightful place in the improvement program of every city. The practice of floodlighting has also expanded to activities more closely associated with private life. Gardens, swimming pools, homes, tennis courts, statuary, fountains, etc., are some of the places and objects now being thus beautified and enjoyed after nightfall.

X-Ray floodlighting projectors with color equipment are available to suit the need and can be supplied by electrical dealers.



For the Modern Window

X-Ray reflectors have a splendid reputation for their efficiency and durability, and they are used by many of the larger and better class of stores. In recent years the modernistic window display has called even more upon the large assortment which makes up the X-Ray reflector line. For every style of show window there is an X-Ray reflector, with accessories to provide the flexibility necessary for modern show window treatments.

X-Ray reflectors are sold in the leading electrical stores.



Patent Notice

Reflector lamps and Adapters as described in this booklet are manufactured under the following Curtis patents.

1,100,880	1,164,720
1,121,196	1,596,184

Although Curtis Lighting, Inc. has licensed only certain manufacturers to make their own complete indirect reflector lamps, it has not surrendered its right to sell Curtis Adapters for use on any portable lamp. License to install and use Curtis Adapters on portable lamps is automatically granted every purchaser.

Engineering Service

There is one final answer to the question of correct illumination. It may be arrived at in a variety of ways as dictated by the architectural conditions and lighting requirements of the individual interior. We invite you to consult us on your particular lighting needs.

Curtis Lighting, Inc.

1123 W. Jackson Blvd.

CHICAGO

U. S. A.

Engineering Service

There is one final answer to the question of correct illumination. It may be arrived at in a variety of ways as dictated by the architectural conditions and lighting requirements of the individual interior. We invite you to consult us on your particular lighting needs.

Curtis Lighting, Inc.

1123 W. Jackson Blvd.

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